

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant : David J. Miller ✓

Art Unit : 3625

Patent No. : n/a

Examiner : Mark A. Fadok

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Title : Method And Facility For Displaying Customer Activity And Value

Commissioner for Patents
Alexandria, VA 22313-1450P.D.
6/11/03
FAX RECEIVEDRESPONSE

JUN 9 2003

Dear Sir:

GROUP 3600

The Office Action of February 26, 2003, has been carefully considered. In response thereto, please enter the following amendments and consider the following remarks.

CLAIMS WITH MARKINGS TO SHOW CHANGES MADE

Please amend the following claims as follows:

SAC 1

1. (Twice Amended) A method of displaying information about a multitude of different customers comprising:
 for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;
decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;
increasing the numeric value associated with the recency indicator over time according to recent activity by each customer
 for each customer, generating a symbol; and
arranging the symbols spatially in a galaxy layout according to a polar coordinate